

said remote Web site to said Web site of said manufacturer at least one manufacturer offer and at least one name and address of a retailer; and

transmitting from said Web site of said manufacturer over the Internet to said client computer said at least one manufacturer offer and said at least one name and address.

25. A method according to claim 24 wherein said step of transmitting from said remote site said list further comprises transmitting a link to a Web sites of said at least one retailer.

26. A method according to claim 24 further comprising the step of determining said at least one manufacturer's offer and said at least one name and address of a retailer by querying, using said region data, a database from a server of said remote Web site.

27. A method according to claim 24 further comprising the steps of:
transmitting from said client computer to said Web site of said manufacturer selection data indicating selection of said at least one manufacturer offer;
transmitting from said Web site of said manufacturer to said remote site said selection data;

transmitting from said remote site to said Web site of said manufacturer details of the selected at least one manufacturer offer; and

transmitting from said Web site of said manufacturer to said client computer said details.

28. A computer network implemented method comprising the steps of:

transmitting from a client computer over the Internet to a Web site of a retailer a request for manufacturer offers;

in response to receipt of said request at said Web site of said retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site;

in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer offers; and

in response to receipt of said manufacturers offers at said Web site of said retailer, transmitting over the Internet to said client computer said list of manufacturers offers.

29. A method according to claim 28 further comprising the steps of:

transmitting a user identification from said Web site of said retailer over the Internet to said remote Web site in association with said request; and

determining manufacturer's offers to transmit from said remote Web site to said Web site of said retailer based upon said user identification.

30. A method according to claim 28 further comprising the step of transmitting from the client computer over the Internet to the Web site of the retailer region data.

31. A method according to claim 30 wherein said region data is postal code data.

32. A computer network implemented method comprising the steps of:

transmitting shelf tag data used to generate printed price shelf tags and cross-reference data for current retailer specials to a remote site; and

reformatting said shelf tag data and cross-reference data for input into a retailer specials database; and

updating said retailer specials database with said reformatted data.

33. A method according to claim 32 wherein said step of transmitting comprises transmitting over the Internet.

34. A computer network implemented method comprising the steps of:

transmitting from a client computer over the Internet to a remote Web site manufacturer

offer data defining manufacturer offers;

updating a manufacturers offers database storing data defining manufacturers offers with said manufacturer offer data.

35. A computer network implemented method comprising the steps of:

transmitting from a commercial Web site to a client computer a Web page containing an advertisement for an incentive;

transmitting from said client computer over the Internet to said commercial Web site a request for said incentive advertised in said banner;

transmitting from said commercial Web site over the Internet to a remote Web site a request for said incentive;

transmitting from said remote Web site to said commercial Web site said incentive; and
transmitting from said commercial Web site over the Internet to said client computer said incentive.

36. A computer network implemented system comprising:

means for transmitting from a client computer over the Internet to a Web site of a manufacturer a request for manufacturer offers offered by said manufacturer;

means for, in response to said request for manufacturer offers, transmitting region data from said Web site of said manufacturer over the Internet to a remote Web site;

means for, in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer offer and at least one name and address of a retailer; and

means for transmitting from said Web site of said manufacturer over the Internet to said

client computer said at least one manufacturer offer and said at least one name and address.

37. A system according to claim 36 wherein said means for transmitting from said remote site said list further comprises means for transmitting a link to a Web sites of said at least one retailer.

38. A system according to claim 36 further comprising means for determining said at least one manufacturer's offer and said at least one name and address of a retailer by querying, using said region data, a database from a server of said remote Web site.

39. A system according to claim 36 further comprising:

means for transmitting from said client computer to said Web site of said manufacturer selection data indicating selection of said at least one manufacturer offer;

means for transmitting from said Web site of said manufacturer to said remote site said selection data;

means for transmitting from said remote site to said Web site of said manufacturer details of the selected at least one manufacturer offer; and

means for transmitting from said Web site of said manufacturer to said client computer said details.

40. A computer network implemented system, comprising:

means for transmitting from a client computer over the Internet to a Web site of a retailer a request for manufacturer;

mean for, in response to receipt of said request at said Web site of said retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site;

means for, in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer offers; and

means for, in response to receipt of said manufacturers offers at said Web site of said retailer, transmitting over the Internet to said client computer said list of manufacturers offers.

41. A system according to claim 40 further comprising:

means for transmitting a user identification from said Web site of said retailer over the Internet to said remote Web site in association with said request; and

means for determining manufacturer's offers to transmit from said remote Web site to said Web site of said retailer based upon said user identification.

42. A system according to claim 40 further comprising means for transmitting from the client computer over the Internet to the Web site of the retailer region data.

43. A system according to claim 42 wherein said region data is postal code data.

44. A computer network implemented system comprising:

means for transmitting shelf tag data used to generate printed price shelf tags and cross-reference data for current retailer specials to a remote site;

means for reformatting said shelf tag data and cross-reference data for input into a retailer specials database; and

means for updating said retailer specials database with said reformatted data.

45. A system according to claim 44 wherein said means for transmitting comprises means for transmitting over the Internet.

46. A computer network implemented system comprising:

means for transmitting from a client computer over the Internet to a remote Web site

manufacturer offer data defining manufacturer offers; and

means for updating a manufacturers offers database storing data defining manufacturers offers with said manufacturer offer data.

47. A computer network implemented system comprising:

means for transmitting from a commercial Web site to a client computer a Web page containing an advertisement for an incentive;

means for transmitting from said client computer over the Internet to said commercial Web site a request for said incentive advertised in said banner;

means for transmitting from said commercial Web site over the Internet to a remote Web site a request for said incentive;

means for transmitting from said remote Web site to said commercial Web site said incentive; and

means for transmitting from said commercial Web site over the Internet to said client computer said incentive.

48. A computer program product for implementing on a network a method comprising the steps of:

in response to said receiving at a Web site of a manufacturer a request for manufacturer offers transmitted from a client computer over the Internet, transmitting region data from a Web site of said manufacturer over the Internet to a remote Web site;

in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer offer and at least one name and address of a retailer; and

transmitting from said Web site of said manufacturer over the Internet to said client computer said at least one manufacturer offer and said at least one name and address.

49. A computer program product for performing a computer network implemented method comprising the steps of:

in response to receipt of a request for manufacturer offers transmitting from a client computer over the Internet to a Web site of a retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site;

in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer offers; and

in response to receipt of said manufacturers offers at said Web site of said retailer, transmitting over the Internet to said client computer said list of manufacturers offers.

50. A system for distributing product incentives to consumers over a communication network, comprising:

a cooperative network site configured to store at least one of manufacturer incentives and retailer incentives;

at least one of a manufacturer network site and a retailer network site coupled to said cooperative network site via said communication network; and

a consumer computer coupled to one of said manufacturer network site and retailer network site via said communication network,

wherein said cooperative network site is configured to transmit at least one of said manufacturer incentives and retailer incentives to said consumer over said communication network, in response to a consumer request made over said communication network from one of

5/13/1 [said manufacturer network site and retailer network site.

2 51. The system of claim 50¹, wherein said cooperative network site is configured to store at least one of said manufacturer incentives and retailer incentives in a data base coupled thereto.

3 52. The system of claim 50¹, wherein, in response to a query from said consumer made over said communication network from said manufacturer network site, said cooperative network site transmits a geographically limited list of retailers honoring incentives from said manufacturer and corresponding incentive data to said consumer via said manufacturer network site;

said consumer transmits incentive selection data selected from said incentive data to said cooperative network site via said manufacturer network site; and

said cooperative network site transmits incentives corresponding to said selection data to said consumer via said manufacturer network site.

4 53. The system of claim 52³, wherein said cooperative network site transmits said geographically limited list of retailers based on a postal code provided by said consumer to said cooperative network site via said manufacturer network site.

5 54. The system of claim 50¹, wherein, in response to a query from said consumer made over said communication network from said retailer network site, said cooperative network site transmits incentive data for manufacturer offers available at said retailer to said consumer via said retailer network site;

said consumer transmits incentive selection data selected from said incentive data to said cooperative network site via said retailer network site; and

said cooperative network site transmits incentives corresponding to said selection data to

said consumer via said retailer network site.

6 55. The system of claim 50¹, wherein, in response to a query from said consumer made over said communication network from said retailer network site, said cooperative network site transmits a consumer personal page including incentive data for manufacturer offers available at said retailer to said consumer via said retailer network site;

said consumer transmits incentive selection data selected from said incentive data to said cooperative network site via said retailer network site; and

said cooperative network site transmits incentives corresponding to said selection data to said consumer via said retailer network site.

7 56. The system of claim 50¹, wherein, in response to said consumer transmitting an identification code over said communication network from said retailer network site, said cooperative network site transmits incentive data for manufacturer offers available at said retailer to said consumer via said retailer network site, said incentive data is based on consumer specific data of said consumer associated with said identification code;

said consumer transmits incentive selection data selected from said incentive data to said cooperative network site via said retailer network site; and

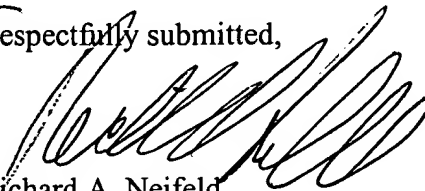
said cooperative network site transmits incentives corresponding to said selection data to said consumer via said retailer network site.

8 57. The system of claim 55⁶, wherein said incentive data is based on said consumer specific data comprising a shopping history of said consumer.

9 58. The system of claim 56⁶, wherein said incentive data is based on said consumer specific data comprising demographic data of said consumer.

10 56. The system of claim 55, wherein said incentive data is based on said consumer specific data comprising customer profile data of said consumer.--.

Respectfully submitted,


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